

CONTRACT



WOWT
3501 Farnam St.
Omaha, NE 68131
Sales T & C: www.gray.tv/advertising
(402) 346-6666

<u>Contract / Revision</u> 2403347 /		<u>Alt Order #</u>
<u>Advertiser</u> Herbster for Governor		<u>Original Date / Revision</u> 01/31/22 / 01/31/22
<u>Contract Dates</u> 02/01/22 - 02/07/22	<u>Estimate #</u> 201207	
<u>Product</u> 201207		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WOWT	<u>Account Executive</u> Mary Beth Keating	<u>Sales Office</u> Omaha National
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
	<u>Order Type</u> NORMAL	
<u>Agcy Code</u> 9912891	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 114228	<u>Advertiser Ref</u> 596463	

And:

Smart Media Group
PO Box 26067
Alexandria, VA 22313

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOWT	02/01/22	02/07/22	Today w/ Hoda & Jenna	Today w/ Hoda & J		:30			NM	10	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/31/22	02/06/22	-TWTF--				8	\$60.00			
	Week:	02/07/22	02/13/22	M-----				2	\$60.00			
N 2	WOWT	02/01/22	02/07/22	Midday News	11a-12p		:30			NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/31/22	02/06/22	-TWTF--				8	\$100.00			
	Week:	02/07/22	02/13/22	M-----				2	\$100.00			
N 3	WOWT	02/01/22	02/07/22	Today Show	7a-9a		:30			NM	8	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/31/22	02/06/22	-TWT---				6	\$275.00			
	Week:	02/07/22	02/13/22	M-----				2	\$275.00			
N 4	WOWT	02/05/22	02/05/22	Weekend News Sa	7-8a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/31/22	02/06/22	-----S-				2	\$100.00			
N 5	WOWT	02/06/22	02/06/22	Weekend News Su	658a-8a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/31/22	02/06/22	-----S				2	\$100.00			
N 6	WOWT	02/01/22	02/07/22	M-F News @ 4p	358p-5p		:30			NM	11	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/31/22	02/06/22	-TWTF--				9	\$175.00			
	Week:	02/07/22	02/13/22	M-----				2	\$175.00			
N 7	WOWT	02/01/22	02/07/22	News @ 5p M-F	457p-530p		:30			NM	10	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/31/22	02/06/22	-TWTF--				8	\$350.00			
	Week:	02/07/22	02/13/22	M-----				2	\$350.00			
N 8	WOWT	02/01/22	02/07/22	News @ 630p M-F	630p-7p		:30			NM	10	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/31/22	02/06/22	-TWTF--				8	\$350.00			
	Week:	02/07/22	02/13/22	M-----				2	\$350.00			
N 9	WOWT	02/01/22	02/01/22	The Tonight Show	1035p-1136p		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/31/22	02/06/22	-T-----				1	\$150.00			
N 10	WOWT	02/01/22	02/07/22	Weekday Jeopardy	6p-630p		:30			NM	10	\$3,250.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively "Gray") are subject to Gray's Standard Terms and Conditions available at www.gray.tv/advertising.



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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/31/22	02/06/22	-TWTF--				8	\$325.00			
Week:		02/07/22	02/13/22	M-----				2	\$325.00			
N 11	WOWT	02/03/22	02/07/22	Olympics Prime Time	Various		:30			NM	6	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/31/22	02/06/22	---T-SS				4	\$1,300.00			
Week:		02/07/22	02/13/22	M-----				2	\$1,300.00			
Totals											80	\$24,325.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
01/31/22 - 02/07/22	80	\$24,325.00	(\$3,648.75)	\$20,676.25
Totals	80	\$24,325.00	(\$3,648.75)	\$20,676.25

Signature: _____ **Date:** _____

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